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ABSTRACT

This summary report of the 1986 annual meeting of the Southeastern Regional Media Leadership Council (SRMLC) includes: letters of welcome from Director Bo Bostick and Herb A. Sang, Superintendent of Schools, Duval County Public Schools; a listing of the host state committees; a conference schedule; acknowledgements; the minutes of the 1985 conference and a financial statement; a participant roster; an evaluation form; and a schedule of the Birmingham (Alabama) International Educational Film Festival. Two position papers state the views of the SRMLC. The first, "Task Force: Agents Orange, the Imperatives," argues that to revitalize the professional interest and development of members in educational communications and technology, certain concerns must be addressed at the state, regional, and national levels. These include: the need for effective communication, membership in professional organizations, leadership responsibilities in educational systems development, public relations, funding, professional organizations, and certification standards. The second paper outlines SRMLC plans for participation in the 1987 AECT conference. Appendices include a letter of invitation, the SRMLC constitution, and lists of the Executive Committee, SRMLC Council Members, and SRMLC Conferences since 1969. (THC)

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SUMMARY REPORT:

TEAMING FOR LEADERSHIP

17TH ANNUAL SRMLC

FEBRUARY 28-MARCH 2, 1986

JACKSONVILLE, FLORIDA

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FOCUS ON THE BIG "L" IN SRMLC
The 1986 Jacksonville Leadership Pro-Am

SUMMARY REPORT

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SRMLC

SRMLC

SOUTHEASTERN REGIONAL MEDIA LEADERSHIP COUNCIL

February 28, 1986

1986 SRMLC Conference Participants
Sheraton at St. John's Place
Jacksonville, Florida

DEAR FRIENDS:

On behalf of the SRMLC Executive Committee and your SRMLC '86 Planning Committee, I want to wish you a warm welcome to Jacksonville and the 17th Annual SRMLC Conference. A great deal of planning and coordination and just plain hard work have gone into developing this year's conference, and I'm sure that you are going to enjoy being a part of it.

The conference theme, "Teaming Through Leadership", is quite appropriate because it accurately reflects the foundational philosophy upon which SRMLC was built. After all, who are we if not a team of leaders bound together by common interests and needs in a profession that we have freely chosen. Furthermore, the word "teaming" implies an active rather than a passive commitment. Our commitment, as a regional affiliate of AECT, means that we as individuals and as an organization recognize not only the importance but the vital necessity of teaming together to promote leadership throughout the southeast and the nation.

Thank you for your participation and for your support. Your leadership is important not only to SRMLC but to your state affiliate and to your own personal and professional growth.

Warmest regards,

Bo

Bo Bostick
Director

BB/ls

Duval County Public Schools

1701 Prudential Drive • Jacksonville, Florida 32207
(904) 390-2000

Herb A. Sang
Superintendent of Schools

BOARD MEMBERS
Jack Nooney
Chairman
Billy Parker
Vice-Chairman
Wendell P. Holmes, Jr.
Stan Jordan
Dr. Samuel P. Nesbitt
John W. Sutton
Harry J. Wagner

Dear Conference Participants:

On behalf of the Duval County School Board, the 101,000 students, and more than 11,000 employees who make up the nation's 17th largest school district, I would like to extend a personal welcome to those of you who are attending this important Southeastern Regional Media Leadership Conference.

With the virtual explosion of knowledge that continues to bring new educational horizons and opportunities within reach of our students and citizens, the traditionally significant role of those in the media field becomes increasingly crucial.

We are proud of the outstanding contribution our media personnel have made to the dramatic academic successes of this school district, and I commend you and your association for the role I know each of you plays in facing and overcoming the challenges of your profession.

Welcome to Jacksonville and best wishes for a successful and rewarding conference.

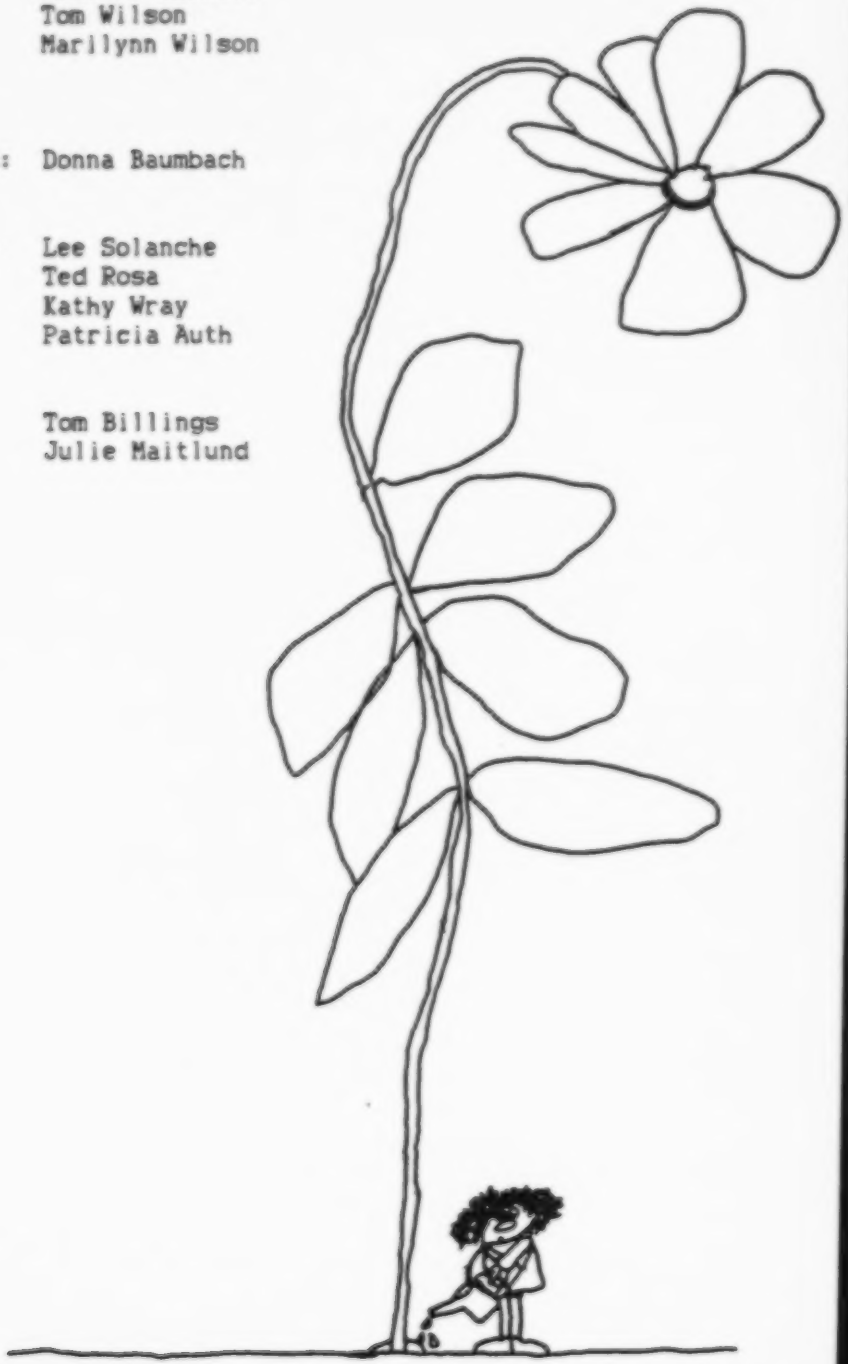
Sincerely yours,

Herb A. Sang
Superintendent of Schools

HAS/dm

HOST STATE COMMITTEES

Co-Chairmen:	Richard Cornell Thomas Wilson
Program:	Richard Cornell Tom Wilson Marilynn Wilson
Registration, Finance, and Logistics:	Donna Baumbach
Local Arrangements:	Lee Solanche Ted Rosa Kathy Wray Patricia Auth
Technical Support:	Tom Billings Julie Maitlund



SRMLC '86

"TEAMING FOR LEADERSHIP"
THE JACKSONVILLE PRO-AM
TENTATIVE SCHEDULE

FRIDAY, FEBRUARY 28

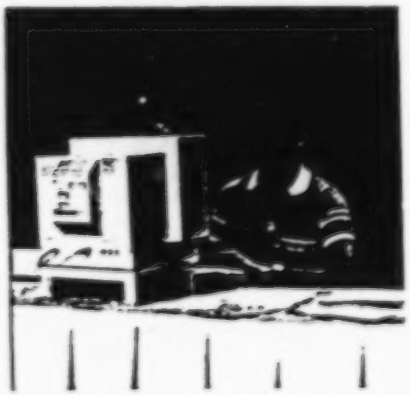
8:00-10:00 a.m.	Conference Registration	Atrium Foyer
8:30-10:00 a.m.	SRMLC Council	Alsop Suite
10:00-10:30 a.m.	First General Session	Rigging Room
10:30-12:30 p.m.	Break Out Sessions	Alsop Suite (Green) Mathews Suite (Orange)
12:30-1:30 p.m.	Lunch (On Your Own)	
1:30-5:50 p.m.	Break Out Sessions	Alsop Suite Mathews Suite
6:30-7:30 p.m.	Reception and Auction	Topsider Lounge
7:30-9:00 p.m.	Sit Down Dinner	Commerce Room

SATURDAY, MARCH 1

8:00-9:00 a.m.	Registration	Atrium Foyer
9:00-9:30 a.m.	Task Force Progress Report	Rope Room
9:30-12:30 p.m.	Break Out Sessions	Alsop Suite (Green) Mathews Suite (Orange)
1:30-7:00 p.m.	Break Out Sessions	Alsop Suite Mathews Suite
7:00 p.m.	Papers Due	

SUNDAY, MARCH 2

9:00-11:30 a.m.	SRMLC Business Meeting Reports & Brunch	Riverwalk Boardroom B Riverwalk Boardroom A



Acknowledgements

As the seventeenth annual Southeastern Regional Media Leadership Conference comes to an end we are thankful---- that so many unique professionals combined their expertise to make the meeting a success.

Our deepest appreciation to:

* DONNA T. BAUMBACH, whose attention to even the smallest detail was ever-apparent...whose caring was shared...and who excells in leading leaders.

* BO BOSTICK, whose sense of humor and joy of life was contagious...but never, ever, go on a munchie expedition with him in Winn Dixie!

* MARGARET MILLER from the Alabama Power Company, who shared with us the winning entrants of the Birmingham Film Festival.

* JULIE MAITLUND, photographer extraordinaire...whose cheery self was first here, then there, and everywhere.

* TOM BILLINGS, Instructional Technology graduate assistant and right-hand person to every delegate... whose unfailing presence and always-smiling countenance remained undaunted, and undaunted, and undaunted, and undaunted, and .....

* TED ROSA and LEE SOLONCHE of the Duval County Public Schools...they were behind the scenes but there when needed and more.

* TOM and MARILYNN WILSON, PATRICIA AUTH, and KATHY WRAY co-conspirators on our Florida Planning Committee...whose willingness to assist wherever and whenever was always present.

* THE EVER HELPFUL STAFF of the Sheraton St. Johns Place who were...ever helpful.

* EACH DELEGATE at the Conference, few in number but high in quality who...believed enough in SRMLC to sure enough, put the Big L in Leadership!

My deepest appreciation

Dick Cornell

Dick Cornell
Florida Team Leader

SRMLC Minutes
Jacksonville, Florida
February 28, 1986

The meeting was called to order at 8:40 A.M. Director Bo Bostick presided.

I. Roll Call
Alabama - Ann Biggs, Marilyn Latta
Florida - Dick Cornell
Georgia - Sandra Stratford, Jack Hayes for Steve Cox
Mississippi - Absent
No. Carolina - George Bostick
Puerto Rice - Absent
So. Carolina - Absent
Tennessee - Hugo Sandoval, Rudy Miller
Virginia - K. J. Saville

Director - George Bostick
Past-Director - Barbara Booker
Director-Elect - Scott Johnson
Secretary - Jackie Hill

II. Minutes of 1985 Conference
Motion was made (Johnson) and seconded (Cornell) to approve the minutes of the 1985 Conference (Atlanta) as disseminated. Passed.

III. Treasurer's Report
Bo reported for Larry Armstrong that the treasury contains $1313.05. The Atlanta Conference netted $994.46. Alabama turned in $200.66 from the 1982 Conference. See Treasurer's report attached.

IV. Report from 1986 Conference Committee (Cornell)
A. Key issues
1. Small groups will select issues to address.
2. Groups will create position papers.
3. Papers will be used to generate Conference report.
B. Concerns
1. Why are there so few attendees at this conference?
a. Both South Carolina and Georgia had other meetings scheduled this weekend. Several people who would have otherwise attended SRMLC felt it necessary to attend the state meetings.
2. This conference should address the goals of the State affiliates, SRMLC, and AECT and make recommendations for next year.
3. Schedule of events - handout in packet was explained.
4. Auction will be held during the reception hour
a. Bring items to the reception with an explaination

of origin attached.
b. Receipts for items (for tax purposes) will be furnished.
5. There will be a raffle at the end of the Conference. Tickets are $1.00. The prize is a one-year membership in AECT.
6. Richard thanked Donna Baumbach and Tom Billings for their efforts in organizing the Conference.

V. Report from Georgia on 1985 Conference (Hill)
A. Evaluations (both written and verbal) were positive
B. Georgia was pleased to be able to return seed money plus nearly $500 profit.
C. Conference report will be forthcoming sometime in the fairly near future. Delay is due to Robert Harrell's heavy workload as Host Committee Chair for AECT 1987.

VI. New Business
A. AECT affiliation
1. SRMLC became an official regional affiliate of AECT during the summer of 1985. Affiliation provides several advantages - representation on Affiliates Council, two program slots for concurrent sessions at AECT, meeting room space at convention, slot for regional reception.
2. Bo appointed Scott Johnson as representative on the 1987 Program Planning Committee for AECT.
a. A motion was made and seconded for SRMLC to help subsidize Scott's attendance at the planning meeting to be held in Atlanta in March. Passed.
3. Program slots for 1987
a. There was general discussion of the content of the two program slots for 1987. Several suggestions were made. The SRMLC planning committee will consider all suggestions.
4. Affiliate table
a. Cost will be $25.00
b. Materials displayed should include information on SRMLC 1987.
5. Affiliate Council report
a. Gretchen Neill has forwarded report to Bo.
B. 1987 Conference site
1. Tennessee feels that TAVA is not in a position to host the 1987 Conference due to reorganization of association.
2. Date and location of next year's Conference will be determined by the planning committee.
3. Puerto Rico indicated interest in hosting '87 (at AECT in Jan. '86). Executive Committee will contact Puerto Rico representative to discuss this possibility.
a. A suggestion was made to hold the '87 meeting concurrently with AECT. Attendees could register for both simultaneously.
b. The question was raised as to Tennessee being

ready to consider hosting the '88 Conference.

4. Barbara Booker suggested that priorty in planning for use of the concurrent session slots at AECT should be given to State presentations instead of individual presentations.
5. Ann Biggs made the suggestion that SRMLC sponsor a group entertainment activity following the reception.

C. Robert Harrell (Ga.) is serving as Host Committee Chair for AECT '87. He requests volunteers for host sub-committee committees. Delegates to this Conference will receive information packets and an invitation to participate in the work of AECT '87.

VII. Election of Officers

A. Bo presented the slate of nominees
   Director-Elect - Jackie Hill
   Secretary - Ann Biggs
   Treasurer - Larry Armstrong
B. The floor was opened for further nominations
C. No further nominations were made
D. Motion was made and passed to close the nominations
E. Motion was made and passed to vote on all candidates as a slate.
F. The slate of nominees was elected by voice vote.

VIII. Announcements

A. The situation with Maryland remains unchanged. They feel that their interest lies in other areas at this time and that the $50 yearly dues can be put to other use.
B. Mississippi has sent no representatives for two years. Scott announced that Mississippi is having major problems in the area of education - some universities may be closed due to funding problems. Library/media training programs are being cut at some schools.
C. Dan Koenig, Region III coordinator, will arrive on Saturday.

There being no further business, the meeting adjourned at 9:50 A.M.

Respectfully submitted,

Jackie Hill

Jackie Hill, Secretary

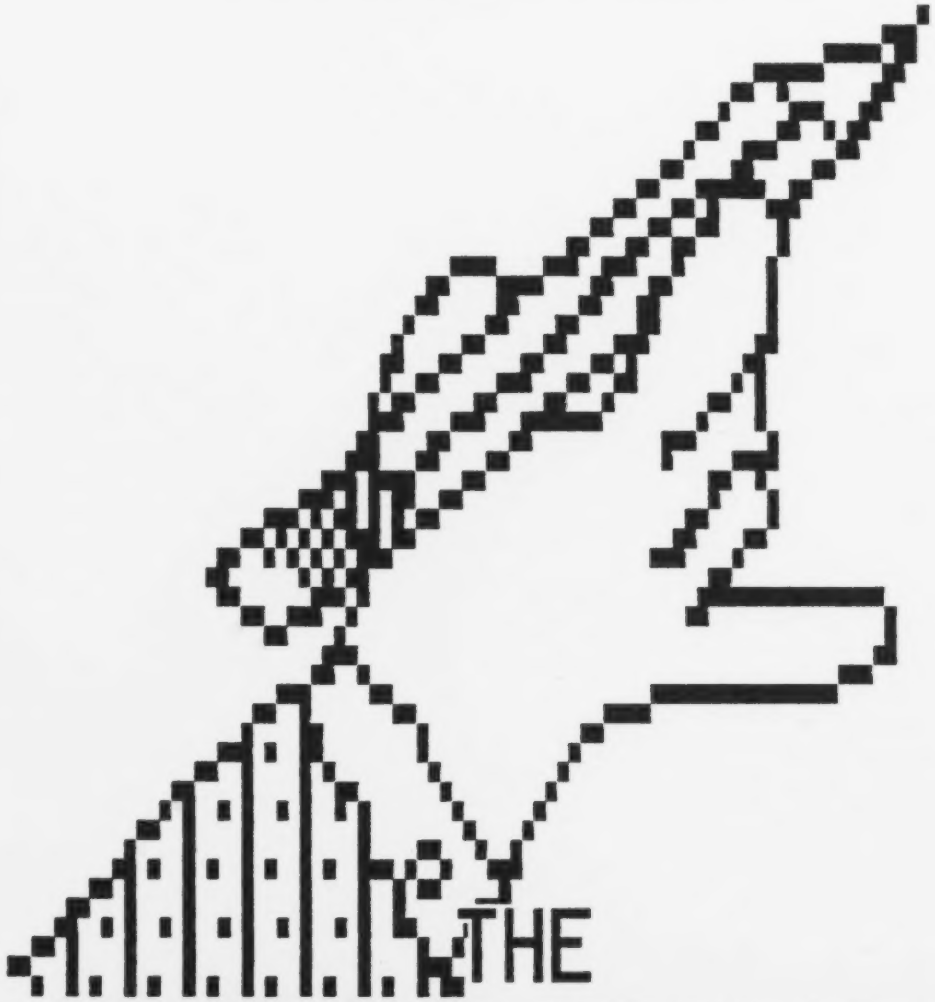
SRMLC

February 25

SOUTHEASTER REGIONAL MEDIA LEADERSHIP COUNCIL
Financial Statement
February 27, 1986

Beginning Balance	$393.80	Current Balance:	$1,313.05	
State Dues:		Alabama Conf. 1987	$200.66	
Florida	$50.00	1985 SRMLC SEED & PROFIT:		$994.46
Virginia	$50.00			
Georgia	$50.00	DEBITS: Barbara Booker (phone calls)		$53.22
North Carolina	$50.00	Barbara Booker (1985 Registration)		$65.00
South Carolina	$50.00	Richard Cornell ('86 "SEED MONEY")		$500.00
Alabama	$50.00	Checks		$7.65
Puerto Rico	$50.00	TOTAL EXPENSES		$625.87
Maryland	$0.00			
Tennessee	$0.00			
Mississippi ($75)	$0.00			
TOTAL	$350.00			

TASK FORCE: AGENTS ORANGE



THE IMPERATIVES

EDUCATIONAL TECHNOLOGY: LEADERSHIP IMPERATIVES FOR OUR PROFESSION

In order to revitalize the professional interest and development of members in educational communications and technology, we, members of the Southeastern Regional Media Leadership Council, have identified some crucial concerns that must be addressed at the state, regional, and national levels.

COMMUNICATION

Problem

We feel that the greatest weakness of our profession is the lack of effective communication. It is ironic that the profession that is dedicated to the improvement of communication through the effective uses of technology is deficient in communicating among its membership. Therefore, we urge that a systematic effort be undertaken to restructure the entire process of how we as an organization communicate among ourselves. We feel that by taking this position we can improve the flow of communication from the state to the regional to the national level and vice versa.

Possible Solutions

Share newsletters
Issue letters and certificates of commendation
Initiate, planned, systematic flow of information up and down the organizational structure
Require a definite policy for the prompt return of calls/correspondence from organization officials
Utilize recording devices to handle phone messages
Utilize electronic bulletin boards
Utilize appropriate telecommunications systems

MEMBERSHIP

Problem

Any organization that does not or cannot meet the needs of its membership will deteriorate or perish. The steady decline in membership of our professional organizations over the past several years may be an indication that needs of members are not being met or that professional benefits for membership are unattractive.

Possible Solutions

Offer workshops and seminars for new and continuing members
Involve members through active participation in committees and governance
Establish low, attractive membership fees
Clearly define and communicate benefits

Initiate outreach programs for new membership, especially corporate and other professionals coming into media/technology
Establish a system of mentoring
Institute an incentive fee structure to encourage attendance and participation at conferences and meetings
Develop problem-solving activities geared toward members' needs

LEADERSHIP

Problem

Educational technology cannot continue to exert impact on our educational systems unless those of us in the field are prepared to accept and manage the inevitable changes that lie ahead. To meet this challenge, we need bold imagination, and creative, continuous leadership development.

Possible Solutions

Conduct continuous needs assessment and analyses
Organize working sessions targeted to identified needs
Offer seminars such as: how to run a meeting; newsletter writing; management; organizational development; creative budgeting; lobbying efforts; network development; mentor development; fund raising; conference planning; workshop planning
Recognize and develop new leaders
Implement system of incentives for new leaders
Develop leadership networks
Acknowledge different styles of leadership

PUBLIC RELATIONS

Problem

We are disturbed by the hazy image that our profession seems to portray to those outside the field. Part of this problems derives from the fact that there are too many different names used to refer to our profession--educational media, instructional media, instructional technology, educational communications, instructional communications, learning resources, etc. These names are definitely confusing to people outside our profession. We must provide leadership by recommending a single terminology to designate who we are.

Possible Solutions

Refine terminology
Create advertising campaigns--conventional (magazines, billboards) and non-conventional (postage stamps, PSA's, exhibits at other organizations' meetings)
Prepare feature articles for popular and professional journals and newspapers
Identify resource people/featured speakers for greater visibility

Target activities to reach specific audiences--K-12, college/university, corporate, administrators, parents, general public

BUDGET

Problem

Fundamental to the growth of our professional organizations is the issue of funding. We need new approaches that are innovative and creative. In addition, we need cost-effective management procedures at all levels of administration in our organizations.

Possible Solutions

Re-approriate funds to serve needs of members
Support Regional Coordinators with adequate funding
Offer incentives to target groups to associate
Solicit corporate funding
Seek endowments
Establish foundation support at all levels

ORGANIZATION

Problem

The revolutionary developments in technology over the past decade have created many special interest groups whose specific needs necessitate re-examination and possibly retructuring of our professional organizations in order to accomodate the new needs.

Possible Solutions

Survey to check needs
Survey to check effects of new technologies
New look at/revision of organizational structure
Better update and use of membership rosters
Clarification of organizational structure

STANDARDS

Problem

Any profession that commands credibility and respect must have high, clear standards for the certification of its members. At this moment, educational technology simply lacks uniform, rigorous standards for its practitioners.

Possible Solutions

Expedite completion of current efforts toward certification standards
Survey to find out current standards for each level and type of setting

Work with accrediting/credentialing agencies (SACS, etc.)
Implement a system of inter-state reciprocity
Institute innovative ways to train or retrain practitioners

CONCLUSION

We, the undersigned, respectfully submit this document for professional consideration at the state, regional, and national levels as a means of revitalizing our potentially dynamic profession which has unlimited societal impact. We invite professional response in word and action.

Donna Baumbach, University of Central Florida
Barbara Booker, Charlottesville City Schools, Virginia
George Bostick, North Carolina State University
Hugh Gardner, The University of Georgia
Jack Hayes, Paine College, Georgia
Scott Johnson, Livingston University, Alabama
Rudy Miller, East Tennessee State University
Sandra Stratford, Columbus College, Georgia
Paa-Bekoe Welbeck, The College of William and Mary, Virginia
Thomas Wilson, University of South Florida

March 2, 1986
Jacksonville, Florida

Appendix:
Working Draft

PROBLEMS LOOKING FOR A SOLUTION

1. What are the benefits of membership in a professional association?

2. How can we attract the growing number of professionals who aren't members?

3. How can we develop leadership training for younger and/or new members?

4. How can the leaders of the association determine what potential members want from a professional association?

5. How can attendance at meetings be increased?

6. How can the budgets of associations be increased?

7. How can we communicate the contributions of the association to the organizations of the members?

8. How does participation in professional associations contribute to problem solutions?

9. To what extent is funding a major problem?

10. To what extent is time a major problem?

11. How can professional associations survive in times of budget cuts?

12. Does the new technology dictate different types of associations?

13. Do we need to restructure the association?

14. How do we cultivate commitment of professionals to their association?

15. What should the state association contribute to the regional association?

16. What should the regional association contribute to the national association?

The matrices below present the major areas of concern for professional associations (State, Regional, and National) and the general problems statements listed above. The magnitude of responsibility for each area is denoted by the letters A, B, and C. An A rating indicates the highest level of concern; a C rating indicates concern at a lesser level of importance. An O rating indicates that either no level of concern could be assessed or that it was not applicable.

MEMBERSHIP GRID

	1	2	4	5	8	14
N	A	A	A	B	A	A
R	A	B	A	B	A	A
S	A	A	A	A	A	A

LEADERSHIP TRAINING GRID

	3	4	14	15	16
N	A	A	B	O	B
R	A	A	A	B	A
S	A	A	A+	A	O

COMMUNICATIONS / PUBLICATIONS GRID

	7	1A*	2A*	3A*	4A*
N	A	A	A	A	A
R	A	A	A		
S	A	A	A		

*1A: Develop networking (sharing newsletters) between state affiliates

2A: More communication from national group to members

3A: Answer phone calls and letters from members

4A: TECH TRENDS should give highlights of regional/state affiliate meetings and events

PUBLIC RELATIONS GRID

	7	5	1------8--------14		
N	A	A	A	A	A
R	A	B	O	O	O
S	A	A	A	A	A

ORGANIZATION GRID

	4	12--------13	
N	A	A	A
R	A	O	O
S	A	A	A

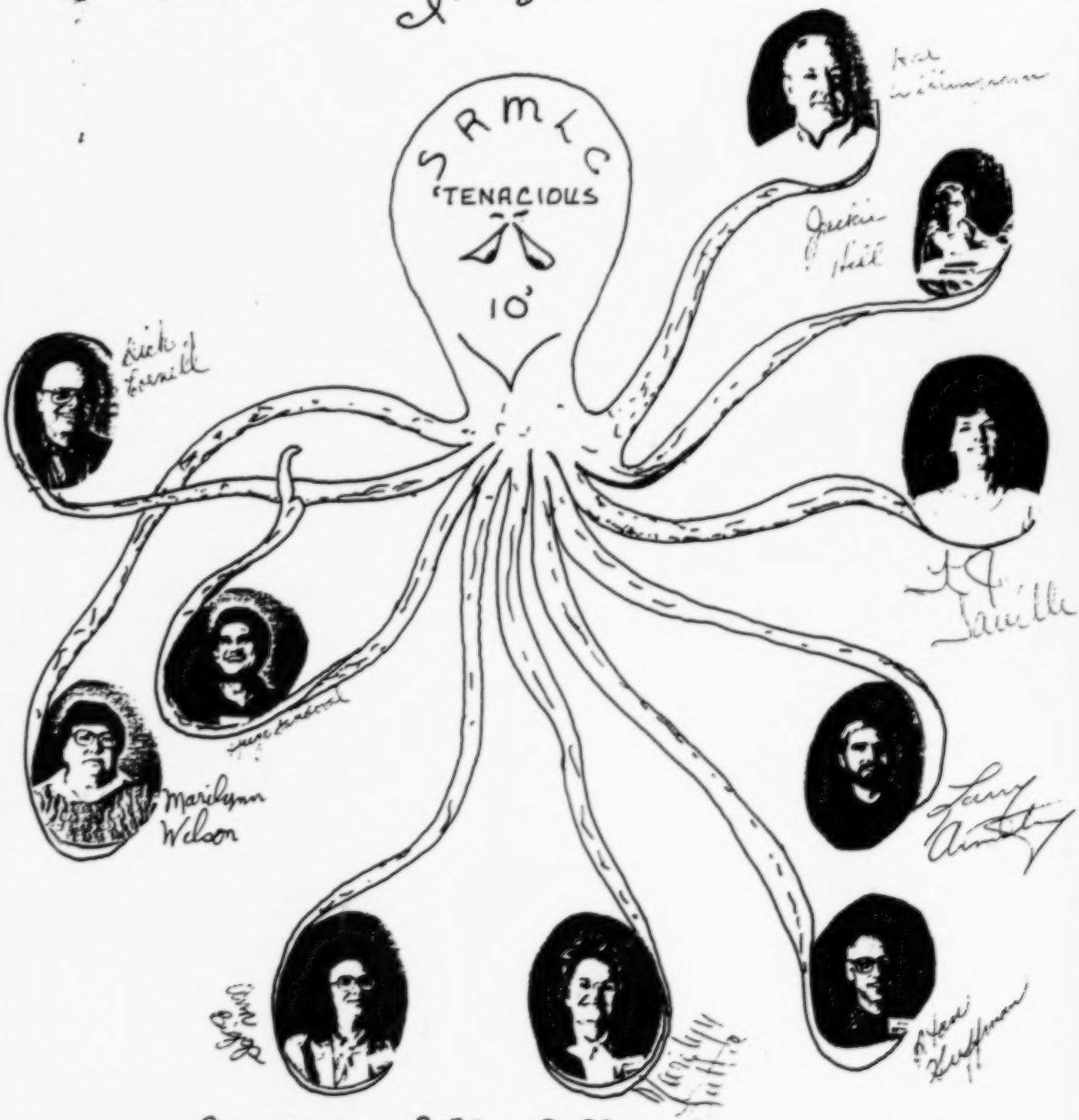
BUDGETS GRID

	6 & 9	10	11	15	16
N	A	A	A	B	B
R	A	O	A	B	A
S	A	A	A	A	B

I

AN OCTOPUS

COME TALK WITH US



SATURDAY, 9:30 - 10:30 a.m.

— ALSOP ROOM —

A Proposal to AECT

Economic and leadership circumstances forced AECT to cancel its leadership development activities.

Old timers have never ceased to lament this decision. Newcomers have always felt the lack of leadership development opportunities.

Although the economy is not what it was during the "Golden Age of Okoboji," the money conditions are not what they used to be during the recent depression.

SRMLC has become during the last 17 years, the focus for development of leaders in the media field for the southern region. SRMLC stands for a steady, firm quality forum and laboratory which has developed the recent and present southern media leaders.

Its new status as an "asociate affiliate" of AECT, presents the opportunity for AECT to re-enter leadership development . We propose that SRMLC and AECT co-sponsor a biennial leadership development regional conference.

The conference will be designed, organized and operated by SRMLC under the present conditions. AECT would support the conference by promoting it and bringing to it--at its cost--recognized leaders from the central office and/or other states, to present/lead/teach on topics related to the SRMLC-chosen conference theme.

SRMLC would meet biennially at the AECT national conference, organizing a council meeting and any other appropriate activities.

WHAT SHOULD WE DO FOR ATLANTA '87??????????????????????????

TWO 75 MIN. SLOTS

1. One slot will be used for the Cavalcade of States under the timetable included in "CAVALCADE OF STATES."

2. PR videotape to be circulated among states and to be:

   a. shown at reception in Atlanta
   b. rotated among affiliates
   c. used as the basis for a PR production

SECOND 75 MIN. SLOT

1. Individuals will be encouraged to present on behalf of SRMLC, limiting the presentations to:

   a. a 20 minute presentation
   b. 5 minutes for questions/answers

PROMOTIONAL TABLE

1. Display brochures, newsletters, journals, and other promos from affiliates.
   a. SRMLC purchase a button maker to have at the table and make/sell/give away
   b. 2,000 brochures (Bostick)
   c. exhibit a large SRMLC logo (Bostick)
   d. show a video tape or sound/tape
   e. person the table

SUBJECT: 1987 AECT CONVENTION
ATLANTA, GEORGIA

TO: AECT Affiliate Presidents
Regions III and IV

DATE:

Dear Affiliate Presidents:

Recently, AECT made SRMLC an auxiliary affiliate. Among the several benefits we have received is the opportunity to present two 75-minute sessions at the 1987 AECT Conference in Atlanta.

Because this is the first time in a number of years that an AECT conference has been presented in the South, we are making an extraordinary effort to showcase all the exemplary Southeastern media programs.

The SRMLC at the Jacksonville meeting has decided to use one 75-minute slot to present a "Calvacade of States" consisting of a 5-minute slide/talk presentation describing exemplary media programs from each of our ten member states.

This letter is to request your participation in this session. Your state will have 5 minutes to show your exemplary programs using slides and a narrator. Because of AECT program deadlines it is imperative that I have an answer from you by April 5, 1986.

The production deadlines related to this program will be sent to you as soon as I receive your acceptance of positive participation.

Please consult with your state members about your decision and let me know of your intention to participate. I will write to those who accept the invitation giving further information regarding the content of your 5-minute presentation.

Remember, the AECT Conference is a unique opportunity to promote at a national scale the SRMLC members. Let's avail ourselves of this opportunity.

Thank You,

Scott Johnson
Director, SRMLC

SRMLC PRESENTS

CAVALCADE OF STATES

At AECT in Atlanta we have two 75-minute sessions available to us. One 75 minute session will be a presentation of "outstanding exemplary" programs from each of our 10 states. Each state will provide to a designated coordinator a set of slides, script and the name of a presentor for the presentation. If the state affiliate declines then the state department of education will be given the opportunity to present. If the state department also declines then this time slot will be divided between the participating states.

Each presentation will begin with the SRMLC logo highlighting the presenting state, followed by the state's flag.

TIME LINE

March 7
A letter from Scott Johnson is mailed to each state affiliate inviting them to participate in the Cavalcade.

April 1
Letter of acceptance or refusal to be received by Scott.

April 2
A letter from Scott Johnson will be sent to those state departments of education whose affiliate has declined to participate.

April 30
Proposals of presentations from each state affiliate will be received by coordinator.
A letter of acceptance or refusal will be received by Scott from the state department of education.

May 15
Proposals of presentation from state department of education will be received by Scott.

June 15
Scott will decide which proposals will be used for Cavalcade and will inform each state of the decision.

October 1
Accepted State presentations, including numbered slides, script, and name and address, phone number etc. of presentor, will be received by Scott.

November 15
Cavalcade presentation be put together and copy of tape be sent to each state presentor for rehearsal purposes.

During AECT National
Presentors and coordinator meet to choragraph Cavalcade.

SPECIAL

SRMLC

AWARD

TO

Every Delegate

FOR

Putting the "BIG L" in SRMLC

Bo Boshi Dick Connell

SRMLC **1986** Jacksonville

OKAY! WRITE YOUR OWN CAPTION!

CONFERENCE PARTICIPANTS

LAST NAME	FIRST NAME	ADDRESS	CITY	STATE	ZIP
Armstrong	Lawrence	940 Allendale Drive	Rock Hill	SC	29730
Baumbach	Donna J.	8625 Port Said St.	Orlando	FL	32817
Biggs	E. Ann	P. O. Box 94	Brewton	AL	36427
Billings	Thomas	7843 Coot Street	Orlando	FL	32822
Booker	Barbara	Rt. 6, Box 267	Charlottesville	VA	22901
Bostick	George	Box 7111 NCSU	Raleigh	NC	27695
Cornell	Richard	University of Central Florida	Orlando	FL	32816
Gardner	C. Hugh	110 Highland Drive	Athens	GA	30606
Hayes	John T.	2409 Persimmon Rd.	Augusta	GA	30904
Hill	Jackie	Paine College	Augusta	GA	30910
Huffman	Stanley A., Jr.	LRC, 135 Smyth Hall, Virginia Tech.	Blacksburg	VA	24061
Johnson	Scott	P. O. Box 1262	Livingston	AL	35470
Latta	Marilyn	1302 W. North St.	Dothan	AL	36303
Maitlund	Julie	P.O. Box 1615	Ormond Beach	FL	32075
Miller	Rudy	1504 Muskhogean	Johnson City	TN	37601
Sandoval	Hugo	369 Lynn Drive	Nashville	TN	37211
Saville	K. J.	1301 College Ave.	Fredericksburg	VA	22401
Stratford	Sandra	Columbus College Library	Columbus	GA	31993
Welbeck	Paa-Bekoe	PO Box 307	Williamsburg	VA	23687
Willingham	Harold D., Sr.	1910 Robinhood Drive	Oxford	AL	36203
Wilson	Marilynn	12907 Golf Crest Terrace	Tampa	FL	33624
Wilson.	Thomas C.	12907 Golf Crest Terrace	Tampa	FL	33624

PARTICIPANTS BY STATE

STATE	LAST NAME	FIRST NAME	PLACE OF EMPLOYMENT
AL	Biggs	E. Ann	Jefferson Davis State Junior College
	Johnson	Scott	Livingston University
	Latta	Marilyn	Dothan High School
	Willingham	Harold D., Sr.	US Army Chemical School, Ft. McClellan
FL	Baumbach	Donna J.	University of Central Florida
	Billings	Thomas	University of Central Florida
	Cornell	Richard	University of Central Florida
	Maitlund	Julie	Daytona Beach Community College
	Wilson	Marilynn	University of South Florida
	Wilson	Thomas C.	University of South Florida
GA	Gardner	C. Hugh	University of Georgia
	Hayes	John T.	Paine College
	Hill	Jackie	Paine College
	Stratford	Sandra	Columbus College Library
NC	Bostick	George	North Carolina State University
SC	Armstrong	Lawrence	SC Department of Education
TN	Miller	Rudy	East Tennessee State University
	Sandoval	Hugo	Cumberland University
VA	Booker	Barbara	Charlottesville Public Schools
	Huffman	Stanley A., Jr.	Virginia Polytechnical Institute
	Saville	K. J.	Mary Washington College
	Welbeck	Paa-Bekoe	College of William & Mary

SRMLC '86 EVALUATION FORM

DIRECTIONS: USING THE LIKERT SCALE APPROACH, PLEASE INDICATE YOUR DEGREE OF SATISFACTION RELATIVE TO THE ITEMS BELOW. LET 1 EQUAL NOT AT ALL SATISFACTORY AND LET 5 EQUAL TOTALLY SATISFACTORY WITH 3 EQUAL A NEUTRAL OPINION.

	-		o		+
1. PRE-CONFERENCE INFORMATION	1	2	3	4	5

Where and when did you first learn about this year's conference?

_____

2. REGISTRATION PROCEDURES	1	2	3	4	5
3. FIRST GENERAL SESSION	1	2	3	4	5

Were the conference goals clearly stated so that you knew what was expected, both of you as an individual and as a task force? _____

4. TASK FORCE BREAK OUT SESSIONS	1	2	3	4	5
5. RECEPTION AND FRIDAY EVENING DINNER	1	2	3	4	5
6. BIRMINGHAM FILM FESTIVAL CHOICES	1	2	3	4	5
7. TASK FORCE PROGRESS REPORT SESSION	1	2	3	4	5
8. SRMLC BUSINESS MEETING	1	2	3	4	5
9. FINAL REPORTS OF THE TASK FORCES	1	2	3	4	5
10. SUNDAY BRUNCH	1	2	3	4	5
11. MEETING ROOM FACILITIES	1	2	3	4	5
12 OVERALL HOTEL SERVICES	1	2	3	4	5
13. CONFERENCE REPORT	1	2	3	4	5
14. DEGREE OF RAPPORT BETWEEN YOU AND OTHER DELEGATES	1	2	3	4	5
15. RELATIONSHIP BETWEEN CONFERENCE GOALS AND OUTCOMES	1	2	3	4	5

PLEASE USE THE BACK OF THIS SHEET TO COMMENT UPON ANY ASPECT OF THE 1986 CONFERENCE. THESE EVALUATION FORMS WILL BE REVIEWED BY THE PLANNING COMMITTEE AND FORWARDED TO THE 1987 PLANNING COMMITTEE IN THE HOPES THAT ANY MAJOR CONCERNS YOU EXPRESS CAN BE ADDRESSED.

WE SINCERELY THANK YOU FOR TAKING THE TIME TO PROVIDE US WITH YOUR CANDID FEEDBACK.

BIRMINGHAM INTERNATIONAL EDUCATIONAL FILM FESTIVAL

c/o Alabama Power Company, P.O. Box 2641
Birmingham, Alabama 35291
Phone (205) 250-1000

FRIDAY, FEBRUARY 28, 1986

BEST OF FESTIVAL--"Booker"--Walt Disney Educational Media Company--40 minutes
This film depicts the early life of Booker T. Washington during the closing days and after the Civil War and his experiences of growing up in slavery and depression. When slavery ends, Booker overcomes and rises above the oppressions met, showing what freedom means and the responsibilities it brings.

SATURDAY, MARCH 1, 1986

EARLY CHILDHOOD--"The Snowman"--Weston Woods--26 minutes
A snowman comes to life and takes a small boy to meet all the snowmen and Santa at the North Pole. This animated, humorous tale is based on the wordless book by Raymond Briggs.
HEALTH AND PHYSICAL EDUCATION--"Touch"--MTI, Inc., A Simon & Schuster Communications Company--32 minutes
Child sexual abuse is a subject many people find difficult to discuss. This film, through the use of a modified mime format, addresses the subject of touching--good touches versus bad touches. Children are taught to "tell a friend."

SUNDAY, MARCH 2, 1986
MATHEMATICS AND SCIENCE--"Aliens From Inner Space"--Films, Inc.--25 minutes
Off-camera host, David Attenbrough, describes the astounding, other worldly color pulsations used by cuttlefish to communicate with each other. The cuttlefish's "passing cloud" pattern is especially fascinating. These vivid molluscs literally "speak with color." Other cephalopods, such as the octopus and the bay squid, are also shown exhibiting interesting behavior. These less popular molluscs take on a new appeal.
BEST OF 16MM--"HE MAKES ME FEEL LIKE DANCIN'"--Direct Cinema Ltd--51 minutes
When Jacques D'Amboise began having trouble dancing some of his traditional roles with the New York City Ballet, he redirected his energies into teaching modern dance to school children throughout the New York City area. One year of his work is seen from various perspectives--his own, those ofhis family, and his pupils. The film culminates with the children's performance at Madison Square Garden.
BEST OF FESTIVAL--"Booker"--Walt Disney Educational Media Company--40 minutes
This film depicts the early life of Booker T. Washington during the closing days and after the Civil War and his experiences of growing up in slavery and depression. When slavery ends, Booker overcomes and rises above the oppressions met, showing what freedom means and the responsibilities it brings.
LANGUAGE ARTS--"The Joy That Kills"--Cypress Films--55:20 minutes
This mesmerizing film is based on a Kate Chopin story about a reclusive young wife and her worldly husband and the true meaning of "being free." A real shocker of an ending....

Sponsored by

Alabama Power Company	Birmingham Public Library	Jefferson County Board of Education	University of Alabama in Birmingham

SRMLC

SEVENTEETH ANNUAL
SOUTHEASTERN REGIONAL MEDIA LEADERSHIP CONFERENCE
JACKSONVILLE, FLORIDA FEBRUARY 28-MARCH 2, 1986

Dear AECT Member in Regions III and IV:

The Florida Planning Committee for SRMLC '86 cordially invites each of you to attend the 17th Annual Southeastern Regional Media Leadership Conference. The meeting will be held at the Sheraton St. Johns Place in Jacksonville, Florida from February 28-March 2, 1986.

The theme for the conference is: "Focus on the Big 'L' in SRMLC: The 1986 Jacksonville Leadership Pro-Am." It will be a fast-paced two and a half days of shirt-sleeve action, filled with leadership-oriented tasks modeled after the famed "Okoboji" plan of yesteryear.

We are enclosing a registration form which we hope you will complete and return with your check as soon as possible. We've sent it to you well ahead of the Yuletide season, knowing that December is both a family time and one which depletes our various bank balances as well.

Please note that there is a pre-registration deadline of January 15th if you wish to qualify for the $60 fee and that, after that date, it will cost an additional ten dollars.

While it does not appear on the registration form, the fee you pay will cover conference materials and an opening reception, a banquet, and a luncheon!

For those of you who may be unfamilair with SRMLC, the Southeastern Regional Media Leadership Council, a few words may help to clarify what it is we are all about. We were formed back in 1968 and the first conference was held in Atlanta in the winter of 1969. A group of concerned media professionals felt that we who worked in the Southeast lacked a mechanism through which we might collectively communicate and grow professionally. The ultimate aim is one of leadership development within each of us, be we a "Pro" or an "Am."

The Planning Committee has identified a number of strategic issues which affect each of us within the profession and it will be around these issues which the 1986 Conference will revolve. If may appear unusual that we are asking for the data contained on your registration form but, rest assured, there is method to our madness!

If you decide to join us, and we sincerely hope that you will, be prepared to be actively involved from the time you arrive until the hour of your departure. It is our hope that you will take with you, when you walk out of the hotel, your own action plan for 1986 and beyond. It will be your own copy of the 1986 Conference Report! Most of this report will have been designed and written by you! Oh yes, plan to bring casual clothing, over and above that snappy outfit you may choose to wear when going out on the town. The weather in Florida in February is, at best, unpredicatable so do keep an eye on the national weather reports. It could well be a day for furs on Friday and for swimwear on Saturday so, like SRMLC, flexibility in planning is the key.

Have a wonderful holiday season and do let us hear from you - Jacksonville promises to be "one to remember!"

Your SRMLC '86 Planning Committee

Donna Baumbach Dick Cornell Tom Wilson Ted Rosa Lee Solonche

Patricia Auth Kathy Wray The Pro-Am Phantom

Southeastern Regional Media Leadership Council

CONSTITUTION

Article I

NAME

The name of the organization shall be the Southeastern Regional Media Leadership Council. It may also be known as SRMLC.

Article II

PURPOSE

The purposes of the SRMLC Council are: (1) to strengthen the role of the individual state AECT affiliates with the Southeastern region; (2) to seek positive change in the nature and status of instructional technology as it exists within the Southeast; (3) to provide opportunities for the training and development of leadership for both the region and the individual affiliates, and; (4) to provide opportunities for the exchange of information and experience among those who attend the conference.

Article III

MEMBERSHIP

Section 1. The Council shall consist of the Executive Committee, the president and two other representatives from each of the AECT state affiliates in AECT Regions III and IV (Alabama, Florida, Georgia, Maryland, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee and Virginia), the two AECT regional coordinators from Regions III and IV, and the three commercial representatives. Additional affiliates may be added should National AECT regional boundaries change and/or request by other state affiliates or auxiliary groups. Approval by two-thirds of the Council must be given.

Section 2. Council representatives from the affiliates and business/industry shall serve a term of two years. Term of office shall be staggered so that one member changes from each state affiliate or auxiliary group each year. Two Council representatives from each state affiliate are appointed by the affiliate president and take office at the final business session of the annual leadership conference.

Section 3. The AECT regional coordinators will represent all auxiliary groups as so defined in the AECT Bylaws.

Section 4. State affiliate associations and AECT memberships are required for SRMLC Council membership.

Section 5. The three council members representing business and industry will be appointed by the Council each year to serve a rotating two-year term.

Article IV

DUES AND BUDGET

Section 1. There will be annual dues of $50 assessed of each state affiliate prior to the annual conference.

Section 2. Changes in dues requirements may be made at the request of the Executive Committee and approved by a two-thirds majority of the Council at the annual conference.

Section 3. State affiliate dues will be due October 1st of each year.

Section 4. The Executive Committee will prepare the annual conference budget, submit an annual audit and report the budget in writing to the Council at the annual conference.

Section 5. Expenditures must be approved by the Director and then sent to the Treasurer for payment.

Article V

ORGANIZATION

Section 1. The officers of the organization (SRMLC) shall be elected from the members of the Council. These officers are identified as: (1) Director, (2) Director-Elect, (3) Secretary, and (4) Treasurer.

Section 2. The Executive Committee will be composed of: (1) Director, (2) Director-Elect, (3) Secretary, (4) Treasurer, and (5) Past-Director.

Section 3. The Director shall hold office for one year.

Section 4. The Director-Elect shall automatically become Director at the last business session of the annual conference of the SRMLC.

Section 5. The Secretary and the Treasurer shall hold office for a period of one year with a limit of two consecutive terms.

Section 6. The Executive Committee shall meet at the call of the Director or upon written request of the remainder of the Executive Committee or by two-thirds vote of the Council.

Section 7. The Executive Committee in cooperation with the appropriate affiliate president will fill vacancies for the remainder of the unexpended terms that develop.

Section 8. The Executive Committee and the members of the Council may by two-thirds vote dismiss any member from any position or committee after providing said person(s) written notice and right of appeal 30 days prior to dismissal.

Article VI

DUTIES

Section 1. The Director shall preside at all meetings of the Council and the Executive Committee. The Director shall select all appointed committees and designate a chairman and serve as an ex-officio member of all committees.

Section 2. The Director-Elect shall succeed to the Directorship for the balance of the unexpired term in the event of the Director's withdrawal from office. The Director-Elect shall preside at meetings in the absence of the Director. He shall be responsible for any other duties as the Director may designate.

Section 3. The Secretary shall keep the written minutes of the meetings of both the Executive Committee and the Council. The usual duties shall be performed by the Secretary including maintaining records, corresponding and serving in the absence of other officers, etc. The Secretary will mail to all members of the Council the minutes of all meetings of the Executive Committee and Council meetings within two weeks after said meetings.

Section 4. The Treasurer shall maintain records with respect to all fiscal matters of the Council. He shall record receipts and expenditures, prepare annual financial reports and dispense funds as approved by the Director.

Section 5. The Executive Committee shall have active charge of the affairs of the Southeastern Regional Media Leadership Council.

Section 6. A majority of the Council present at any Council meeting or their proxies shall constitute a quorum.

Section 7. In the event of absence, each member of the Council shall be responsible for appointing his proxy in writing for representation at the scheduled Council meetings.

Section 8. Meetings of the Council may be called by the Director or by two-thirds of the Council members.

Article VII

NOMINATIONS AND ELECTIONS

Section 1. Nominations to the Executive Committee will be made from the floor of the Council during the first Council meeting of the annual Conference.

Section 2. The Director-Elect, Secretary and Treasurer shall be elected during the annual conference at the time of the last Council meeting.

Section 3. The election by the Council will be done by closed ballot.

Section 4. Newly elected Executive Committee officers and newly appointed Council representatives will take office at the close of the last Council meeting.

Article VIII

MEETINGS

Section 1. The annual conference meeting of the Southeastern Regional Media Leadership Council will be known as the SOUTHEASTERN REGIONAL MEDIA LEADERSHIP CONFERENCE.

Section 2. The Council members from each affiliate will select those persons to invite as participants in the conference. The specific number of participants will be determined by the Council on a year-to-year basis. The host conference affiliate will not be held to any specific number.

Section 3. The specific time and place of the next leadership conference will be determined and announced at the last general session of each annual SRMLC conference.

Section 4. The Executive Committee is empowered to call additional meetings of the Council provided written notice is given three weeks in advance.

Section 5. The Executive Committee may extend invitations to meetings and conferences to other interested persons, and determine recommendations from other members.

Section 6. Final conference information and tentative program will be sent to each affiliate president, Council member and newsletter editor of each affiliate by November 1st of each year.

Section 7. The Director shall schedule a meeting for SRMLC Council members at each National AECT Convention. This meeting will be open to all members of Regions III and IV state affiliates.

Article IX

AMENDMENTS AND BYLAWS

Section 1. Proposed amendments to this Constitution must be presented by the Executive Committee to the Council.

Section 2. Amendments must be approved by a two-thirds majority of the total Council.

Section 3. The Council may adopt further policies in the form of Bylaws which will provide the necessary machinery for the orderly administration of the Council and its affairs. Bylaws require a majority vote of all Council members present for adoption. Any inconsistancy between the Constitution and Bylaws voids the Bylaws in favor of the Consitution.

Article X

RULE OF ORDER

Robert's Rules of Order (Revised) shall be the basis for the official proceedings of the organization.

Revised, Annual Conference, 1985

SRMLC EXECUTIVE COMMITTEE 1986-87

DIRECTOR:
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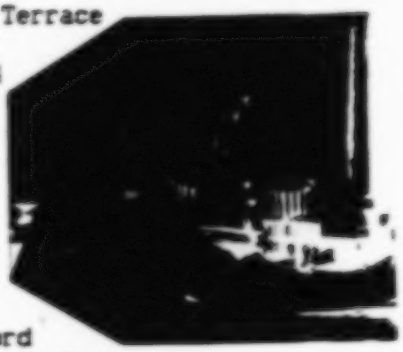

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*Presidents of state affiliates

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Region 4: Alabama, Florida, Georgia, Mississippi, Puerto Rico

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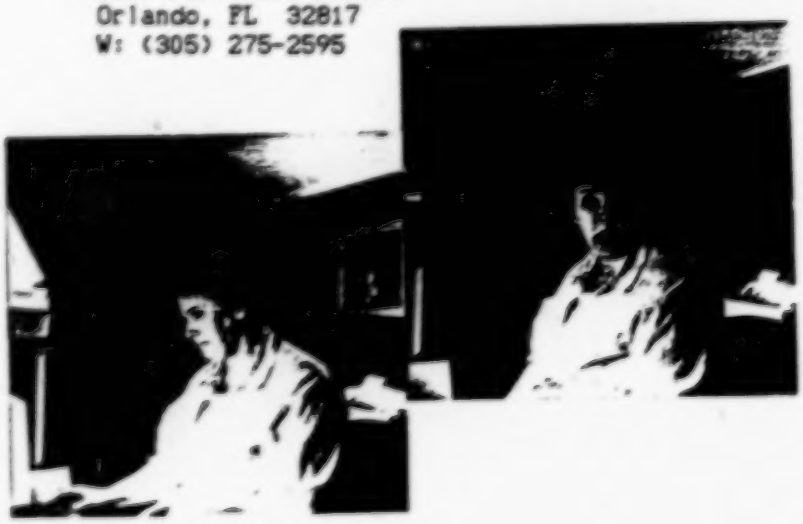

SRMLC CONFERENCES OVER THE YEARS

SITE	DATE	DIRECTOR	THEME
Atlanta, GA	Oct. 31-Nov 2 '69	Richard Predmore	Media in the Southeast: A Study in Positive Activities
Atlanta, GA	Feb. 10-12 '71	Richard Predmore	Media Matters
Columbia, SC	Feb. 10-12 '72	Howard Sims	Putting It All Together
Williamsburg, VA	Feb. 25-27 '73	Howard Sims	Social & Economic Trends Influencing Educational Media & Technology
Pine Mountain, GA	Feb. 22-Mar. 2 '74	Thomas Miller	My State Affiliate: Stimulus for Change
Orlando, FL	Jan. 26-29 '75	Richard Predmore	Metamorphosis of a Media Specialist
Annapolis, MD	Feb. 8-11 '76	Katherine Steele	Media Programs: Do or Die
Nashville, TN	Feb. 20-23 '77	Dick Cornell	Media in the 70's: The Past is Prologue
Atlanta, GA	Feb. 8-10 '78	Gene Wilkinson	Media Leadership: Back to Basics
Gulf Park, MS	Jan. 17-19 '79	David Jenkins	Development of a State Organizational Leadership
San Juan, PR	Mar. 3-6 '80	Howard R.H. Johnson	International Leadership in Educational Technology
Natural Bridge, VA	Mar. 8-11 '81	William P. Brose	Leadership Perspectives for the 80's
Birmingham, AL	Feb. 25-27 '82	Hugh Gardner	Black Boxes: The Developing World & Microcomputers
Raleigh, NC	Mar. 25-27 '83	Stan Huffman	Communication Futures
Hilton Head, SC	Feb. 17-19 '84	Hugo Sandoval	Leadership in Education: Administrative Inroads
Atlanta, GA	Mar. 15-17 '85	Barbara Booker	Electronic Media: Focus for the Future
Jacksonville, FL	Feb. 28-Mar. 2 '86	George Bostick	Teaming Through Leadership